MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

MAX1023 – CONTENT INNOVATION FOR ANIMATION

(All sections / Groups)

16 OCTOBER 2017
9.00 AM - 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of **8** pages with **FOUR sections.**

2. This exam paper consists of FOUR sections:

Section A	**Multiple Choices**	– Answer **ALL 10** questions	20%
Section B	**True or False**	– Answer **ALL 10** questions	20%
Section C	**Fill in The Blanks**	– Answer **ALL 10** questions	20%
Section D	**Essay Questions**	– Answer **2 of 3** questions	40%

3. Print all your answers clearly in the Answer Booklet provided.

SECTION A

Multiple Choice Questions

Answer **ALL 10** questions with the best answer. Each question carries 2 marks.
Fill in your answers in the Multiple Choices Questions Answer Sheet.

1. Abby is planning her main character for a new sci-fi action adventure story targeted at primary school students. Her main character should be a _____.
   a. 15-year-old girl
   b. 4-year-old boy
   c. 12-year-old boy
   d. 25-year-old man

2. Which of the following statements is TRUE about target audiences?
   a. Identifying target audiences should be one of the earliest decisions in planning an animation.
   b. You should always declare your project's intended target audience at the beginning of your animation pitch.
   c. Broadcasters are only interested in projects which fall within their target audiences.
   d. All of the above.

3. Which of the statements below is TRUE about characters in animated stories?
   a. Stories of characters should be developed so that they can run for multiple seasons.
   b. Merchandising opportunities often follow successful characters that audiences have connected with.
   c. Toy manufacturers can create toys, and then hire animation companies to produce animated stories to market their toys.
   d. All of the above.

4. Abby created a story with the following story structure:

   Introduction → Problem → Solution → Resolved Situation

   Abby's target audience is most likely to be _____.

   a. Adults 21-45
   b. Children 4-8
   c. Girls 12-16
   d. Boys 12-16

Continued...

5. Which of the following is TRUE about writing stories for young children?
   a. More complex words should be included in the dialogues to teach children new words
   b. Complex sentences should be avoided to make stories easier to understand.
   c. Stories should always end with a happy ending.
   d. All of the above.

6. The following statements are true about conflict in stories EXCEPT?
   a. A story may have only one conflict.
   b. Stories for preschoolers may succeed without the presence of conflict.
   c. A story may consist of several conflicts.
   d. A conflict must only exist between the protagonist and antagonist.

7. The turning point between Act One to Act Two of a story is also called _____.
   a. call to adventure
   b. initial success of main character
   c. crossing the first threshold
   d. climax

8. Conflict within a story may be between the main character and
   i. supporting character
   ii. antagonist
   iii. circumstances or situations
   iv. internal emotions

   a. ii and iii
   b. i and ii
   c. i, ii, and iv
   d. All of the above

9. You are creating an animated TV series to be pitched to a broadcaster. Which of the following would be appropriate as target audience for your animation?
   i. Children aged 4-12
   ii. Girls aged 8-10
   iii. Preschoolers aged 1-4
   iv. Boys aged 7-17

   a. ii and iii
   b. ii and iv
   c. i, ii, and iv
   d. All of the above

Continued...

10. The basic sequence of plot stages in a story is:

i. arrival of conflict
ii. outcome
iii. reversals
iv. final victory
v. initial success of the main character

a. v, i, iii, ii, iv
b. i, v, iii, ii, iv
c. i, v, iii, iv, ii
d. v, i, iii, iv, ii

Continued...

SECTION B

True or False Statements

Identify if the following statements are **TRUE (T)** or **FALSE (F)**.
Answer **ALL 10** questions. Each question carries 2 marks.
Print all your answers clearly in the Answer Booklet.

1. Smart and witty dialogues are usually used to attract preschool audiences to watch animated cartoons.

2. Traditionally, content with a boy main character has a wider target audience as compared to content with a girl main character.

3. Personification of animals can be a great technique to make your story appear magical to young children.

4. Active characters in narrated stories keep stories interesting for young children with short attention spans.

5. In a story, the character should succeed or fail through his or her own actions.

6. A writer may introduce dramatic tension in a story without the use of conflict.

7. Internal musings of the character is a great way to show growth of the character's personality.

8. Flashbacks are often used in preschool children's stories to help remind the audience of past events.

9. A story of foreign students living and studying in Malaysia would fall under the category of 'Malaysiana'.

10. There are 11 stages of the Hero's Journey.

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SECTION C

Fill in the Blanks

Fill in the blanks with the best answers to create correct statements. Answers can be a word, a technical term or a name.
Answer **ALL 10** questions. Each question carries 2 marks.
Print all your answers clearly in the Answer Booklet.

1. Content with a high degree of both educational and entertainment value is known as _____.

2. A _____ is a one or two sentence summary of a show that should highlight the interesting essence of the show.

3. When describing your story during your pitch, you should start with introducing _____.

4. _____ allow TV executives to see all the main characters in action and how they react to certain situations. These ideas also give them a general sense of the proposed world.

5. Story plots are normally built around a _____ involving the main character, and often take the form of a problem the main character must resolve.

6. The pursuit of _____ is the foundation of most stories as audiences feel that it has to be deserved as a reward for the character being good, or doing good.

7. The _____ is present in a story, when the story moves ahead with no clear-cut winner until the end.

8. Many stories are about people who are unaware of their limitations, and suddenly find circumstances to do things they would not normally attempt. These stories are about characters overcoming _____.

9. Stories like 'The Ugly Duckling' or characters like the Beast from 'Beauty and the Beast' are about characters living and surviving on _____.

10. Characters are said to be going on _____ journeys when their adventure are of the mind, heart and/or spirit.

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SECTION D

Essay Questions

Answer **TWO of three** questions. The distribution of marks for each question is given.
Print your answers clearly in the Answer Booklet.

Question 1

The Pitch Bible is a tool that helps convey your concept. It is a tool to help you present and is a leave-behind to trigger the decision makers' memory.

List the components which make up a typical pitch bible.

(15 marks)

Define the term 'Logline' based on your understanding

(5 marks)

Question 2

Producers and broadcasters are often looking for suitable content and ideas which they can market and air on their networks. However, there are many content creators in the industry and only a few concepts are picked up by investors to be produced into TV series or feature films.

As an animation content creator, suggest the type of content or IP creation strategies to appeal to content purchasers from Cartoon Network.

(15 marks)

Define the term Unique Value Proposition based on your understanding

(5 marks)

Continued...

Question 3

You have just completed a project pitch for a 2D animation series targeted at children aged 7-9 in Malaysia. From the initial reaction, the investor seems interested but has requested an updated projected budget of your project.

Prepare an estimated budget (in Ringgit Malaysia RM) to complete thirteen episodes (one season) of your animation project within one year.

(20 marks)

End of Paper.